THE ORIGINAL

Moonbeams

BY COLONEL LITTLE

The Smallest Newspaper in the West

VOL. II, NO. 11 Boyes Hot Springs, Calif. Friday, Sept. 14, 1956

By Mail: $1.29 per year. Pickup, free.

New Businesses are ripe in the Valley of the Moon

There's that tang in the air, the occasional threat of rain—and it adds up to the fact that fall's almost here. And it hasn't been a bad summer, either. Very few stifling hot days all season, and most days while comfortably warm during the afternoons had many hours of delightful temperature.

The man who says his wife can't take a joke, forgets himself. VALLEY WATCH REPAIR, Boyes. New location. Open for business.

Took the missus out to dinner last Saturday, her birthday. She threatens to return the favor on October 8 when your editor comes up with one—would it be the 48th?

BROADWAY CAFE, Sonoma. Pop and Mom Medros will welcome you. Friendly, convenient. Take-out license, too. Drop in.

Poor old Boyes boulevard! They went to work on widening and curbing and paving the first week in May, after several years of planning. It's been widened, but no paving is yet in sight, and the street has been of no particular use to anyone all summer.

If we had a 3-year-old boy and he couldn't plan and complete a little job like that in six weeks we'd larrup him!

RAY'S WRECKING YARD, 1216 MacArthur Blvd., Sonoma. Bring your wrecks to us. Come here for repair parts, all makes.

And there was a wedding Wednesday—Roy Medros, 24, son of Pop and Mom Medros of Sonoma, formerly of Boyes Hot Springs, and Norene Nigelin of Vallejo were married in Reno. They returned to the Valley where a large reception was held in the newlyweds' honor at the Broadway cafe. Roy has been assisting his parents at the cafe for the last year.

TODD CONSTRUCTION - ESTIMATING SERVICE. Surveying. Subdivisions. 18340 Sonoma Hwy., Boyes. Greengrass Bldg.

Want some prunes—free for the picking? Bring your own containers and go up to Paul's Old Ranchero. Paul has a big crop, and it'll all go to waste unless somebody shows up and carts some home. You also can grab some seedless graupes and pears, too, if you hurry.

TOWNSEND'S—Next to Bank of America, Sonoma. Shoes for the entire family. Specializing in work and sports clothes.

'Nother story about Paul's. He has some game chickens crossed with bantams, also some nice pigeons. He's willing to trade for anything he can use in the zoo he's slowly getting together. Maybe you've got guinea pigs, hamsters, squirrels. You can make a deal rather easily, 'cause he's planning a sizable zoo for the entertainment of the younger visitors to the popular Valley recreation spot.

EL DORADO HOTEL, Sonoma. Club dinners and banquets. Authentic Italian food, seafood, splendid menu. Cocktails.

Mr. and Mrs. O. G. Copple of San Francisco were weekend guests at Rozario's Palms Inn. Copple operates the Copple Bus and Truck service in the city. The couple has many friends in the Springs area.

LEE STARRETT, Masseur, at Bathhouse, Boyes. Massages, slenderizing. You'll look and feel better. Make it a habit.

Got to thank Art Glover publicly for the venison which graced our table last Sunday. After our rather broad hints he came across with a wonderful venison rib roast, from one of the two deer he's bagged this season.

VALLEY OF THE MOON CIGARS—Union label, handmade right here at home. Most dealers have 'em. Superior quality always.

Haven't yet learned the exact date, but the new owners of Mendel's Cafe, Phil and Margie Provenzano, are planning a grand opening. Moonbeams will keep you posted. It's a grand place for pizzas and other top specialties.

GREENGRASS NOW SELLS REAL ESTATE that Sol D. Becker used to sell. Phone WE 8-4731. New offices, 18340 Sonoma Hwy.

Mr. and Mrs. Ed Delaney, Santa Barbara, were here for the Country Fair and to visit with old friends. Ed is the father of "Bud" Delaney of the Richfield service station, and the two were co-partners for several years here in the plumbing business. Also Ed was the first president of the Valley of the Moon Lions club, serving for two terms.

WOODLEAF MARKET, Boyes, for lowest prices in the Valley. Fast, efficient service, and quality products are stocked in quantity.

There are three democrat papers in Sonoma county—Valley of the Moon Review, Montgomery Village News and Cloverdale Reveille.

OUR RESORT, El Verano. Stein Club meets here. A friendly tavern. Draft beer. Mixed drinks. A good place to know.

We've heard and we know that quite a few readers disagree with Moonbeams in its political discussions. Our columns are open to them for rebuttal anytime, only requirement that they be in good taste—and preferably quite short. Please sign your letters, though if you so request we'll omit the signature.

But disagreement doesn't mean we'll be changing our stand unless conditions make that step necessary. We see no signs of any such change. You read San Francisco papers, and we'd bet you you don't always agree with their editorials. In extreme cases you might even discontinue buying them. Most of us tend to read newspapers which reflect our own beliefs.

And we'll read editorials with which we disagree, if only to keep in touch with what the opposition is thinking and saying. We feel the same about TV and radio commentaries.

So we'll just keep going along, trying to keep the democrat-laborites from distorting the truth as much as possible.

And are they doing plenty distorting!

BOYES SPRINGS BATHHOUSE. Hot and cold pools. Mineral baths. Cocktails. Skating. Picnicking. Tourists' paradise.

Heard a cutie on "How to Catch a Porcupine." You warily approach him and slap a washtub over him. This gives you something to sit on while figuring out what to do with him next.

MAC DONALD'S JEWELRY, Sonoma. Expert watch service. Jewelry for everybody. Watches. Shavers. Watch Bands. Rings.

MIKE & ROSE'S BOYES SPRINGS STORE. Specials on meats of finest quality, last three days each week. Try our steaks.

Harvested our summer's crop this week. Total production was 2 little tiny tomatoes, 3 little wizened peaches and 6 undersized walnuts. But wait till next year. Going to try out a new fertilizer.

MANCUSO WINES, grower-produced. Glen Ellen. Available at every retail outlet. As good as the best, better than most.

ROZARIO'S PALMS INN, Verano. Gathering place for the discriminating. Fine food and excellent bar. THE INSKEEPS.

This is civil defense week, and all communications media are filled with the importance of preparedness for any catastrophe. And we wonder how we're doing along this line in the Hot Springs area. Have we a civil defense organization here? Do you know your block warden—if any? Are there any shelters for use in an emergency? Is your own home stocked with reserve supplies, and does every member of the family know his assignment just in case? These questions really demand an answer, from somebody somewhere.

RICHFIELD SERVICE, Boyes Springs. Center of town. Fast and efficient service. Accessories. Bud Delaney, Proprietor.

RUSTIC INN, Glen Ellen. Authentic old-time western atmosphere, but modern know-how when it comes to tasty beverages.

Bud Vise is closing his garage about September 20 for a brief interlude, and will try out the deer hunting in the northern section of the state. On his return he'll move his garage to the corner of Cherry and Railroad avenue across the river and will reopen early in October. His phone number will remain the same—WE 8-3971.

EVERYTHING FOR SCHOOL. Levis. Tennis Shoes. Work clothing for the adults. Complete stocks. BOYES VARIETY STORE.

BOYES SPRINGS FOOD CENTER. One-stop Market, conveniently arranged for fast get-through. Vegetable and fruit specialists.

Local Lions made over $300 at their concession at the Country Fair, and hope to better this figure at the Vintage Festival. All such funds go to work for the club's civic projects, especially work with the blind.

Club members will gather Sunday morning for breakfast at Bill Flynn's Top o' the World ranch, and visit with Murgatroyd, the 280-pound boar which the club acquired recently. But it's going to be traded off for a smaller pig, properly prepared, so a ham barbecue may be staged pretty soon. Maybe a trade will be made for some turkeys or other provender.

The local Lions will visit the Montgomery Village club next Tuesday and early in October will go to State Line or Reno for a brief try at the rolling wheels.

JIM'S FINE MEATS, at Food Center, Boyes. New management, but the same high quality meats. Cut as you want it. Try us!

LITTLE SWITZERLAND, El Verano. A Saturday night and Sunday afternoon "must" especially when you have visitors. Real Swiss.

So we're entered in a new contest sponsored by a San Francisco newspaper. So far it's a cinch, but undoubtedly will get harder. If and when we win the $5000 first prize we're going to take a week off, maybe.

FIRESIDE LODGE, Hwy. 12 west of Sonoma. Barbecued chicken, steaks, ribs. New management. Friendly, homelike. Drinkables.

MENDEL'S CAFE, Boyes Plaza. Home of pizzas. New ownership. Best steaks in town, too. Cocktail bar. Variety in food and drinks.

George Thompson of the Mission Inn was in San Francisco Sunday for the Arabian horse show. Tony Hydar also watched the show. Thompson now goes east for similar shows in Des Moines and Chicago.

Tony tells us he had a lot to do with Arabian horses in his native Lebanon. Says the Arabian horses are a special breed, developed

over many centuries, that they are about the gentlest horse known. Not all the horses in that part of the world are Arabians, the work horses being of a different caliber entirely.

B L LAUNDROMAT, Fetters. Bring your laundry here regularly for fast service and small charge. Wash. Dry. Iron.

SONOMA GROVE, Hiway 12 south of Boyes. Italian food a specialty. Varied menus—all good. Cocktails. Always the very best.

'Way back in Oregon, Ill., we used a gasoline stove for cooking during the hot months of the year. Had to generate gases to start with, then turn a little knob and the fire was lit instantly. But it always appeared to be somewhat dangerous, especially with the young-'uns operating, and when a new kerosene stove reached the market, our mother decided that was the thing to use.

Went along well for a while. Worked on the principle now used by the common space heaters, but it wasn't really perfected at that time. One day it more or less exploded.

So, working at the piano factory, the fire siren was heard just before noon one day. Everyone wondered where the fire was, and when somebody yelled it was down at the Littles' we tore off our apron and ran the half mile to the house.

It was badly damaged, and most of the family's clothing was beyond further use.

But the neighbors were kind, and new quarters were found before the day was over . Our dad had no inventory of the home's contents, and he always did believe the insurance company gave him a raw deal in the final settlement. (There should be a moral in this. Have you got an inventory of your possessions?)

RUBBER STAMPS made to order. CARL O. DRESEL, 442 Bettencourt St., Sonoma. Call WEbster 8-4160.

The TOWN HOUSE SUPPER CLUB, Glen Ellen. Finest in North California. Excellent food. Cocktails. Entertainment nightly.

ON TOP OF OLD BALDY—A SKIN GAME?

From an Oklahoma paper: Local barbers offer a reasonable explanation for the premium they get for complicated haircuts provided there's no argument for the dollar basic price. They explain that it takes more time and effort to turn out a flat top or any other specialty cut. Of course a flourishing head of hair is required for any of these specialties.

Published every Friday by the Little Publishing Co., Box 446, Boyes Hot Springs, Calif. E. A. Little, the Old Colonel, is editor. No subscription price, yet. Advertising? Ask us and we'll tell all. WE 8-4500

That brings up the opposite face of the coin. If it's worth an extra quarter or half dollar to cut off more than the usual amount of hair it ought to be worth less than the basic dollar price to handle a practically bald knob. What about these jobs that entail little more than a swabbing motion with a wet towel? Are they worth the dollar minimum? What's sauce for the goose ought to be sauce for the gander.

SONOMA MISSION INN, Boyes. Known nationwide as a standout hostelry, where good food, drinks and service are superb.

FRIBERG DRUG STORE, So. Broadway, Sonoma. Prescription specialists. A super drug store, large stocks. Soda fountain, too.

We have a sense of reflected glory (inasmuch as we started it) to see the Valley of the Moon Review come out with a 16 page paper, largest in its history. It's a big jump from our original 8-page paper, 6 columns, and 4 of those pages what we called "ready print."

The Stark family, Zan Jr. the editor, have made great strides in the four years they've owned the paper, with addition of some of the finest new equipment the Valley's ever seen, and a go-getting policy that has seen great strides in news coverage, editorial comment and advertising patronage. The change to mass coverage in circulation is a more or less recent development which we're watching with interest. But everybody'll agree the Review and its staff deserve a world of credit for recent improvements and business development.

ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971
Prescription Specialists Veterinary Supplies

BUD'S GARAGE, Calle del Monte, opp. Food Center, Boyes. Your best bet for car repairs, all makes. Phone WE 8-3971.

Is the plum season still with us? All right; here's a way to remove plum stains:

Sponge stains with cold water, then apply glycerin or soapless shampoo. Work in gently with the fingers and let stand for several hours. Then moisten stains with a little white vinegar or 10 per cent acetic acid solution and rinse after just a minute or two with water.

PAUL'S RESORT, Verano. Banquet facilities deluxe. Dancing, Dining. Paul at the organ. One-stop resort. Swim pool.

WALTER GRUNERT AUTO UPHOLSTERY, Fetters Springs. Texaco station. Seat covers, floor mats, truck cushions, interior work.

As a kid we used to answer all those ads which promised a watch or a fielder's glove or something for selling 20 packages of household knicknacks. Our first experience was with something called Bluine—sheets of paper impregnated with bluing; used in a waching machine, they did a fairly good job. Never did sell our 20 packages at 10 cents a package, but our dad came to the rescue, sent in the money, and we got our watch, just in time for Christmas.

Easiest thing of the sort we ever sold were small pieces of white cloth, stamped with a pattern, and the purchaser was supposed to do the necessary fancy work and come out with a doilie. Sold for a nickel, and in no time at all they were all sold.

Another fairly easy house-to-house item were packages of Gold Dust, forerunner of our present washing powders. They sold fast!

BATH HOUSE BARBER SHOP, open daily except Monday. Fast, efficient work, modern shop. Bob Narcisi your operator. Drop in.

GLEN ELLEN LIQUOR STORE. On Arnold Drive. Complete selection of fine wines and liquors. "SLIM" WALLACE.

Coupla new businesses in the Valley, along with a big new supermarket. Cordellos Brothers, three of them, are having a grand opening of their new Valley Mart at the west edge of Sonoma the last part of this week. It's the biggest market in the Valley, and grand opening activities are many and varied. Maybe you should drop in.

Then there's Ray's Wrecking yard, just opened in the eastern part of Sonoma. The two boys running it live in Boyes, are just out of the navy. They take over any wrecked or outworn car, salvage usable parts, and there you are!

J. Mel Todd and H. A. Hagerstad have established offices in the Greengrass building and are prepared to aid you in any type of construction and real estate development. A specialty is surveying, subdivision planning, and advice in general. Good people to know.

SONOMA FURNITURE MART, Broadway. Varied stock. We'll take your old furniture in trade. Upholstering, too.

THE CHICKEN HOUSE (formerly Lew's). Hiway 12, Boyes. Open 5 a. m. to 10 u. m. Best fried chicken and steaks in town. Try us.

WE'VE BEEN FOR THIS A LONG TIME!

Comes an Illinois editor who claims that in these modern days of high efficiency there's no place for a shopper to sit down for a few minutes to rest his tired feet or catch his breath.

He editorializes: "Remember the old country store with its pot-bellied stove, cracker barrel, and ring of old battered chairs around that stove? Those simple gestures of hospitality brought the stores a lot of good will . . . not that we're recommending that all of us business people install pot-bellied stoves and cracker barrels. But wouldn't our out-of-town friends be pleased with a chair or two in some out-of-the-way corner of our establishments? We might be surprised how good a business builder such a corner would be."

DENNY'S COG CLUB, Boyes. Congenial gathering place for sportsmen and all real people. Wonderful drinkables.

FRANK'S HARDWARE, Castner Bldg., Boyes. Complete stocks and super service. Paints, Tools, Glass, Gardening Supplies.

Mr. and Mrs. Donald K. Brown of Eldridge are enjoying a belated honeymoon in the Los Angeles territory. Mrs. Brown, the former Ellen "Mac" who operates the Powder Box beauty shop on Arnold drive, will reopen the shop about the 1st of October.

HOOKER OAKS TRAILER COURT, Hiway 12. Groceries. Shell products. Propane gas. Trailer space in grove for rent.

Dear Col. Little:

It appears I didn't fare so well when I predicted that Mr. Eisenhower would not be a candidate. However, time will tell whether he made a wise decision.

I spent most of a recent Monday wandering through the lobbies of the major hotels in San Francisco, as a sort of unattached observer, trying to catch the "feel" of the delegates and visitors. I found them, for the most part, rather a quiet lot; no wild claims of victory in November, but a realization that they are in for a fight.

This is my last contribution politicalwise, and it will be all right with me whoever wins the election. As one delegate wearing a Herter button told me—"What's the difference between Eisenhower and Stevenson, anyway? They're both good Americans. I just happen to be a republican." Wise delegate.

With kindest personal regards, I am

(Signed) Our good (discerning democrat friend from Fetters)

BANCROFT NURSERY, Sonoma. Cut flowers, potted plants. Specializing in bouquets for weddings, hospitals, funerals, corsages.

ESPOSTI'S LUNCH ROOM, Hiway 12 in Fetters. Sandwiches. Super Deluxe Hamburgers. Fountain specialties. Out of the ordinary!

September is one of the best months of the year to move many perennials and a good time to divide. The best way to do this is to lift clumps, pull the segments or divisions apart and replant them as new plants.

SONOMA GOLF & COUNTRY CLUB. Superb food and drinks, with exquisite surroundings. Try our Clown Room after golfing.

Anemone and ranunculus bulbs can be planted now to give you spring bloom. They are hardy growers and will supply you with lots of bright colors.

FIELDS' AUTO REPAIRS, next to Texaco, Fetters Springs. Repairing all makes. Work guaranteed. Charges always low.

Bel Aire subdivision has changed hands, and immediate construction of 38 additional homes has begun. There's other developments in the way of other new subdivisions pending—and it looks like the Springs area is on the march. et's Let's all get in step.